

PROJECT SUMMARY**COUNTY: EL DORADO, NEVADA AND PLACER COUNTIES****APPLICANT: NEVADA COUNTY RESOURCE CONSERVATION DISTRICT****PROJECT TITLE: RECOGNIZING YOUR WATERSHED - WATERSHED SIGNAGE PLACEMENT****PROJECT GOAL**

The Recognizing Your Watershed – Watershed Signage Placement Project will place thirty-three watershed identification signs adjacent to roadways at the boundaries of the American, Bear and Yuba River Watersheds. Similar in purpose to signs identifying county boundaries, the signs would inform motorists when they are entering one of the subject watersheds.

The goal of the Recognizing Your Watershed – Watershed Signage Placement Project is to protect water quality and environmental health through increasing public awareness of the watershed in which people live, work and play. Increased awareness would in turn foster identification with, and an “ownership” stake in the health of the watershed, leading to greater citizen participation in conservation and stewardship of the watershed.

We propose to use a watershed sign (Attachment 1) modeled after the San Diego Watershed Sign Pilot Program (Implemented in 2006 through cooperation with Caltrans. Information available at: www.sandiego.gov/water/operations/environment). Using a consistent sign design throughout the state will speed public recognition and acceptance of watershed boundaries.

PROJECT SCOPE

The upper watersheds of the Cosumnes, American, Bear and Yuba River Watersheds represent almost 3 million acres of the Sierra Nevada, with the American, Bear and Yuba Rivers alone contributing about 24% of the total flows of the Sacramento River at Freeport. The region is a year-round destination of local and international tourists and outdoor recreation enthusiasts. Thirty-three signs will be installed along county roads, and state and interstate highways in the American, Bear and Yuba River Watersheds (Attachment 2). Site selection was based on watershed boundaries, visibility and proximity to areas of local importance. The California Department of Transportation (Caltrans) and regional counties will be consulted for approval of permitting and sign placement.

This project is a result of the collaborative effort by a Regional Watershed Coordinator Team (RWCT) formed in 2004 and the involvement of the Cosumnes, American, Bear and Yuba Integrated Regional Water Management Planning Team (CABY IRWMP). Coordination, planning and site selection will be provided by the Watershed Coordinators of the American, Bear and Yuba River Watersheds. This project is strengthened by the Placer County Resource Conservation District with an in-kind pledge of approximately \$500 for staff time. Other in-kind contributions from the El Dorado Irrigation District and the Nevada County Resource Conservation District for office space, planning, coordination, and site selection will total \$5,500.

There are a number of local, regional, state and federal benefits that we expect will occur with watershed signage. Locally we can expect increased awareness of watersheds will lessen littering, thus assisting in local storm water pollution prevention goals. Local agencies are also working together fostering cross-jurisdictional coordination. Regionally, we can hope the signage will elicit a sense of stewardship among residence and travelers. At a larger scale benefits to the water quality can protect the source-water drinking water reservoirs, supplying water to major urban centers such as Placerville, Nevada City, Auburn, Lincoln, Roseville, El Dorado Hills, and the Sacramento region. This project also supplements the efforts of the Central Valley Regional Water Quality Control Board to better control urban runoff by educating the public about watershed health. Watershed signage also implements the CABY Integration Regional Water Management Plan goals for water quality, education, and storm water management.

Statewide benefits include the goal of implementing a statewide uniform sign design throughout California. Our proposed project also supplements Caltrans' "Don't Trash California" anti-litter campaign because the sign helps to decrease trash and pollutants on roadways. Federally, watershed signage can supplement the U.S. Environmental Protection Agency's (USEPA's) efforts to increase awareness and education of the important of preserving our natural resources as well as promote the goals of the USEPA's source water protection program.

LETTERS OF SUPPORT

Following are the Letters of Support included in this grant application: American River Watershed Group, Bear River Watershed Group, City of San Diego Water Department, El Dorado Irrigation District, El Dorado Resource Conservation District, Placer County Resource Conservation District, South Yuba River Citizens League, Wolf Creek Community Alliance, and Yuba-Bear Watershed Council.

SNC PROJECT DELIVERABLES AND SCHEDULE

DETAILED PROJECT DELIVERABLES	TIMELINE
Sign Design	March 2009
6-month report	August 2009
Signs Fabricated	June 2009
Posts and Hardware Purchased	June 2009
Signs Installed	July – Sept. 2009
News release and other media outreach	Sept. – Oct. 2009
6-month report	February 2010
Survey created and distributed	August 2010
6-month report	August 2010
Survey results analyzed	January 2011
Final Report	February 2011

SNC PROJECT COSTS

PROJECT BUDGET CATEGORIES	TOTAL SNC FUNDING
STAFF: Project Coordination: permitting, approval for site selection, delivery survey, and report writing	\$1,500
DELIVERABLES: Sign Costs: Sign Installation	\$4,000
Sign Costs: Materials	\$25,000
Sign Costs: Encroachment Permits	\$3,000
TASKS: Administrative Fees (10%)	\$3,350
SNC GRANT TOTAL	\$36,850